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The following is a complete listing of all claims in the application, with an

indication of the status of each:

Listing of claims:

1   1. (currently amended) A computer assisted on-line negotiation method

2   comprising the steps of:

3   generating off-line by an on-line e-commerce site static customer

4   profiles based on past history that the site has about various customers,

5   including multiple value attributes;

6   assigning by the on-line e-commerce site a static customer profile to a

7   new customer visiting the on-line e-commerce site, the initial assignment to a

8   profile being based on said static customer profiles and whatever information

9   is available about the customer at the time of assignment;

10   capturing at a customer computer interface the on-line e-commerce

11   site's actions. said actions being observed prior to a visit by the customer to

12   the site for a negotiation;

13   formulating at said customer computer interface a predetermined

14   profile of the on-line e-commerce site based on past history that the customer

15   computer interface has about various e-commerce sites, including multiple

16   value attributes, and updating the profile based on and said captured actions;

17   negotiating by the on-line e-commerce site with the customer computer

18   interface based on a dynamically changing profile of the customer;

19   negotiating by the customer via said customer computer interface with

20   the on-line e-commerce site based on a dynamically changing profile of the

21   site;

22   dynamically changing by the on-line e-commerce site the customer's

23   static profile during negotiations based on an observed behavior of the

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24   customer via the customer computer interface, ~~said static profile thereby being~~

25   ~~dynamic during said negotiations~~; and

26   ~~dynamically~~ changing by the customer computer interface the on-line

27   e-commerce site's ~~static~~ predetermined profile during negotiations based on an

28   observed behavior of the on-line e-commerce site, ~~said static profile thereby~~

29   ~~being dynamic during said negotiations~~,

30   wherein said customer profiles are comprised of computer stored

31   information usable to the advantage of the e-commerce site in said on-line

32   negotiation with customers and said e-commerce site ~~profiles are~~ profile is

33   comprised of computer stored information usable to the advantage of the

34   customer in said on-line negotiation.

1   2. (previously presented) The computer assisted on-line negotiation method

2   recited in claim 1, further comprising the step of updating by the on-line site

3   past history information based on the negotiations with the customer, said

4   customer using said customer computer interface in the negotiations.

1   3. (original) The computer assisted on-line negotiation method recited in

2   claim 2, wherein the attributes included in the past history information include

3   non-quantitative information.

1   4. (original) The computer assisted on-line negotiation method recited in

2   claim 3, wherein the non-quantitative information includes season and time of

3   day.

1   5. (currently amended) The computer assisted on-line negotiation method

2   recited in claim 1, further comprising the steps of:

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3   capturing by the on-line e-commerce site direct interactions by the
4   customer with the on-line e-commerce site via the customer's computer
5   interface, said direct interactions including the customer's "click-through
6   stream"; and
7   analyzing said direct interactions with the on-line e-commerce site to
8   update the customer's ~~dynamic~~ dynamically changing profile.

1   6. (original) The computer assisted on-line negotiation method recited in
2   claim 5, wherein the other direct interaction includes the customer's voice and
3   physical actions.

1   7. (cancelled)

1   8. (previously presented) The computer assisted on-line negotiation method
2   recited in claim 1, further comprising the steps of:
3   storing at said customer computer interface a formulated profile of the
4   on-line e-commerce site in a database of on-line e-commerce site profiles; and
5   accessing the on-line e-commerce site from the database by the
6   customer using said customer computer interface to begin negotiations with
7   the on-line e-commerce site.

1   9. (previously presented) The computer assisted on-line negotiation method
2   recited in claim 8, further comprising the step of dynamically modifying by
3   the customer computer interface the on-line e-commerce site's profile during
4   negotiations with the on-line e-commerce site based on actions by the on-line
5   e-commerce site.

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1   10. (previously presented) The computer assisted on-line negotiation method

2   recited in claim 9, wherein actions by the on-line e-commerce site on which

3   the site's profile is dynamically modified include offering of terms, said terms

4   including prices of items for sale, packaged deals and bonuses.

1   11. (currently amended) A computer implemented decision support system

2   for on-line negotiation, comprising:

3   first ~~computere~~ computer code for generating off-line by an on-line e-

4   commerce site static customer profiles based on past history that the site has

5   about various customers, including multiple value attributes;

6   second computer code for assigning by the on-line e-commerce site a

7   static customer profile to a new customer visiting the on-line e-commerce site,

8   the initial assignment to a profile being based on said static customer profiles

9   and whatever information is available about the customer at the time of

10   assignment;

11   third computer code for capturing at a customer computer interface the

12   on-line e-commerce site's actions, <u>said actions being observed prior to a visit</u>

13   <u>by the customer to the site for a negotiation;</u>

14   fourth computer code for formulating at said customer computer

15   interface a <u>predetermined</u> profile of the on-line e-commerce site based on past

16   history that the customer computer interface has about various <u>e-commerce</u>

17   sites, including multiple value attributes~~, and updating the profile based on~~

18   and said captured actions;

19   fifth computer code for negotiating by the on-line e-commerce site

20   with the customer computer interface based on a dynamically changing profile

21   of the customer;

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22   sixth computer code for negotiating by the customer via said customer

23   computer interface with the on-line e-commerce site based on a dynamically

24   changing profile of the site;

25   seventh computer code for <u>dynamically</u> changing by the on-line e-

26   commerce site the customer's static profile during negotiations based on an

27   observed behavior of the customer via the customer computer interface, ~~said~~

28   ~~static profile thereby being dynamic during said negotiations~~; and

29   eighth computer code for <u>dynamically</u> changing by the customer

30   computer interface the on-line e-commerce site's ~~static~~predetermined profile

31   during negotiations based on an observed behavior of the on-line e-commerce

32   ~~site, said static profile thereby being dynamic during said negotiations,~~

33   wherein said customer profiles are comprised of computer stored

34   information usable to the advantage of the e-commerce site in said on-line

35   negotiation with customers and said e-commerce site ~~profiles are~~profile is

36   comprised of computer stored information usable to the advantage of the

37   customer in said on-line negotiation.

1   12. (previously presented) The computer implemented decision support

2   system recited in claim 11, further comprising ninth computer code for

3   updating by the on-line site past history information based on the negotiations

4   with the customer, said customer using said customer computer interface in

5   the negotiations.

1   13. (previously presented) The computer implemented decision support

2   system recited in claim 12, wherein the attributes included in the past history

3   information include non-quantitative information.

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1   14. (previously presented) The computer implemented decision support

2   system recited in claim 13, wherein the non-quantitative information includes

3   season and time of day.

1   15. (currently amended) The computer implemented decision support system

2   recited in claim 11, further comprising:

3   tenth computer code for capturing by the on-line e-commerce site

4   direct interactions by the customer with the on-line e-commerce site via the

5   customer's computer interface, said direct interactions including the

6   customer's "click-through stream"; and

7   eleventh computer code for analyzing said direct interactions with the

8   on-line e-commerce site to update the customer's dynamic dynamically

9   changing profile.

1   16. (previously presented) The computer implemented decision support

2   system recited in claim 15, wherein the other direct interaction includes the

3   customer's voice and physical actions.

1   17. (previously presented) The computer implemented decision support

2   system recited in claim 11, further comprising:

3   twelfth computer code for storing at said customer computer interface

4   a formulated profile of the on-line e-commerce site in a database of on-line e-

5   commerce site profiles; and

6   thirteenth computer code for accessing the on-line e-commerce site

7   from the database by the customer using said customer computer interface to

8   begin negotiations with the on-line e-commerce site.

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1   18. (previously presented) The computer implemented decision support

2   system recited in claim 17, further comprising fourteenth computer code for

3   dynamically modifying by the customer computer interface the on-line

4   e-commerce site's profile during negotiations with the on-line e-commerce

5   site based on actions by the on-line e-commerce site.

1   19. (previously presented) The computer implemented decision support

2   system recited in claim 18, wherein actions by the on-line e-commerce site on

3   which the site's profile is dynamically modified include offering of terms, said

4   terms including prices of items for sale, packaged deals and bonuses.

1   20. (currently amended) A computer implemented decision support system

2   for on-line negotiation, comprising:

3   a merchant decision support system for an on-line e-commerce site,

4   said system further comprising computer code for

5   generating off-line static customer profiles based on past history that

6   the site has about various customers, including multiple value attributes,

7   assigning a static customer profile to a new customer visiting the on-

8   line e-commerce site, the initial assignment to a profile being based on said

9   static customer profiles and whatever information is available about the

10   customer at the time of assignment,

11   negotiating with a customer via a customer computer interface based

12   on a dynamically changing profile of the customer, and

13   dynamically changing the customer's static profile during negotiations

14   based on an observed behavior of the customer via the customer computer

15   interface, said static profile thereby being dynamic during said negotiations;

16   and

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17   a customer decision support system, said system further comprising

18   computer code for

19   capturing at the customer computer interface the on-line e-commerce

20   site's actions, said actions being observed prior to a visit by the customer to

21   the site for a negotiation,

22   formulating a predetermined profile of the on-line e-commerce site

23   based on past history that the customer computer interface has about various

24   e-commerce sites, including multiple value attributes, and updating the profile

25   based on and said captured actions,

26   negotiating by the customer via said customer computer interface with

27   the on-line e-commerce site based on a dynamically changing profile of the

28   site, and

29   dynamically changing the on-line e-commerce site's static

30   predetermined profile during negotiations based on an observed behavior of

31   the on-line e-commerce site, said static profile thereby being dynamic during

32   said negotiations,

33   wherein said customer profiles are comprised of computer stored

34   information usable to the advantage of the merchant in said on-line

35   negotiation with customers and said e-commerce site profiles are profile is

36   comprised of computer stored information usable to the advantage of the

37   customer in said on-line negotiation.